



EBT WIRELESS PROJECT

June 2010 Newsletter



DHS

From the Editor – Tracy Penick

Total Transactions	EBT Transactions	Total Sales on Wireless
2009 Total: 32,508	6009 (18.5%)	\$834,298
2010 Totals:		
January 243	38 (15.6%)	\$13,274
February 265	29 (10.9%)	\$15,027
March 401	52 (12.9%)	\$16,410
April 887	61 (6.88%)	\$41,118
May 4,534	534 (11.7%)	\$150,934
YTD		
2010 Total 6,330	714 (11.2%)	\$236,763

May 2010 Facts:

Total sales for May this year were greater than May 2009 (\$150,934 compared to \$145,555). This is an overall increase of 4%. For this May, there were a total of 4,134 wireless transactions. A year ago, there were 4,068 transactions.

Your sales for May 2010 are greater than any other month since we've started this program! That is truly awesome! Thank you for your dedication to this program and to the EBT families throughout the state of Iowa.

Here are other interesting facts regarding May sales:

There were 92 farmers who had sales. Seventy-nine of those farmers had EBT sales. The farmers with the highest number of EBT transactions were:

- ❖ Scavo's Market (60) Des Moines area
- ❖ Harvest Barn (32) Des Moines area
- ❖ Westrum Produce (29) Des Moines area
- ❖ Nostalgia Farm (23) Quad City area
- ❖ Story Book Orchard (23) Des Moines area
- ❖ Rinehart's Family Farm (21) Des Moines area

Congratulations to Scavo's Market for having the highest number of EBT transactions and to Storybook Orchard for having the highest EBT sales.

Welcome to the Wireless EBT Family

We would like to take this chance to welcome all of the new farmers that have joined the Wireless EBT Project in the last couple of months. They are:

1. Robert & Becky Hodge (Hodge Greenhouse) – Logan, IA – Fruit, vegetables, pies & candy
2. Elizabeth Kemp (Jumping Bean Farm) – Ames, IA – Produce, granola
3. Jason & Amy Boyer (Harvest Barn) – Osceola, IA – Beef, pork, cheese, fudge

4. Glen & Carol Stillmunkes (Stillmunkes Produce) – Bellevue, IA – Produce, baked goods
5. Paul & Connie Hastad (Hastad Produce) – Knoxville, IA - Produce, eggs
6. Taran Harper-Hauschild (Harper-Hauschild Farm) – Farmersburg , IA – Chicken, beef, pork, lamb, eggs
7. Elaine & Lloyd Nolt - Charles City, IA – Produce, baked goods
8. Kevin McCarthy (KM Gardens) – De Soto, IA – Produce, honey, eggs, pumpkins
9. Nora Schroder (Green Lane Farm) – Blue Grass, IA – Produce
10. Fred Johnson (Fred’s Strawberry Acres) – Shellsburg, IA – Strawberries, pears, apples, cherries
11. Erick Hood (Erick Hood Farm Fresh Produce) – Bennett, IA – Produce
12. Mary Harvey (Harvey’s Greenhouse & Garden Center) – Adel, IA – Vegetable plants, herbs
13. Will & Jennifer Hensley (Hensley’s Farm) – Winterset, IA – Vegetables, baked goods, eggs
14. Alexis Hooper (Hooper’s Funny Farm) – Jefferson, IA – Vegetables, fruits, baked goods, herbs
15. Teresa Vanderberg (Heidruns Grove) – Columbus Junction, IA – Produce, meat
16. Joshua & Nicole Osborn (Blues Best Mushrooms) - Vinton, IA – Mushrooms
17. Sarah Buck (Ame de la Terre) – Forest City, IA – Vegetables, fruits, salsa
18. Joyce Fisher (Fisher’s Flowers & Produce) – Ames, IA – Produce
19. James & Tammy Wedeking (Timber Ridge Bison) – Waverly, IA – Bison meat
20. Mike & Eva Henderson – Manchester, IA – Produce, eggs, breads
21. Patsy Boas – Bloomfield, IA – Produce, baked goods, jam/jellies
22. Patrick Connor (Palm Tree Pat Garden Fresh Produce) – Davenport, IA – Produce
23. Anita Toney (All Iowa Produce) Lamoni, IA – Produce
24. Krista Wiese – Patterson, IA – Produce, baked goods, jam/jellies
25. Jan Walters (Tarre De’ Amore Farms) – Indianola, IA – Produce

Congratulations to Juan O’Sullivan’s Gourmet Salsa

Sean and Becki Sullivan (Juan O’Sullivan’s Gourmet Salsa) of Cummings have been awarded an \$119,444 one year matching grant from the United States Department of Agriculture. The grant dollars are specifically directed toward marketing, staff and produce. With the help of this grant, Sean & Becki plan to hire at least one full-time employee and may consider another half-time worker. They will also boost their marketing and hope to target their business to cities in a 400 miles radius.

The Sullivan’s grow New Mexican, poblano and habanero peppers and make homemade salsas and sauces. They sell their salsa and sauces at the Downtown Des Moines Farmers Market every Saturday and off of their website.

The Sullivan’s have been a part of the Wireless EBT Project since April of 2006. It will be exciting to watch their business expand with the help of this grant. Congratulations to Sean and Becki!



Sean & Becki Sullivan

Farmer Responsibilities

Please report any technical problems with the wireless equipment right away. If you are having difficulty processing transactions please call the 1-888-848-6825 number on the side of your machine. We do not want to pay monthly fees for equipment that does not work. Thank you for your cooperation.

Important information concerning your Nurit machines

1. DHS wants to remind you that it is very important that you do not leave your wireless machines continuously plugged into the charger. You need to charge your battery until the light changes to green and then unplug your machine. If you leave your machines continuously plugged into the charger it will drain the life of your battery and will need to be replaced.
2. DHS wants to remind you that when you turn on your NURIT wireless machine and you see GPRS Providers screen, you **MUST** choose 2 Default NCC Prvd. If you don't chose option 2 your machine won't connect to the tower properly and your machine won't work right. If you are unsure when you turn on your machine if you chose option 2, then turn your machine off and then turn it back on choosing option 2.
3. If your machine is going to sleep, please follow the below instructions to turn off the Battery Saver:
 - Go to Credit Sale screen
 - Push the red colored 'Menu cancel' key
 - Screen will say 'Enter Password' Remember, the password is always the current date mm/dd/yyyy or 05242010, hit enter after entering the date
 - You will now see 'Menu Screen'. Press 3 'Merchant Options'
 - Now push 5 for 'Battery Saver'
 - Now push 1 for 'Off'
 - The machine will ask 'Are you Sure?' Push green enter button for Yes.
 - You are finished! The machine will now stay on until you turn it off. Hit the menu cancel button until you see the Credit Sale screen
4. If you see a message at anytime wanting the Secret Appriva password, you need to call Total Merchant Services (TMS) Tech Support. That number is 1-888-848-6825. The good thing about the secret password is it only has to be entered into your machine once. The only reason that you would have to go through this process again is if you have to complete a download or we turn off your machine for the winter.
5. If you are processing a transaction and it gets stuck you also need to call TMS Tech Support. Again that number is 1-888-848-6825. Appriva just moved to a new data center and they uncovered a bug in some of the Nurit 8000s. All that is required is an 'Application reset' and a 'Registration Secret reset' and TMS Tech Support will walk you through that process.

None of the above information affects our farmers that use the VeriFone machines.

Update on PCI Compliancy Fee

DHS has received some updated information on the Payment Card Industry Data Security Standard or 'PCI DSS' fee. We were informed by Total Merchant Services (TMS) that the merchants would be assessed the \$4.95 monthly fee AFTER being live for 12 consecutive months. That still stands but the 12 consecutive month period starts counting on the original activation date. So if DHS shuts down your machine over the winter months the twelve months is still being counted. Of course, you won't be charged for that fee while your machine is down over the winter months but as soon as you are live again you will incur that charge.

What brought this to our attention is DHS noticed on the April statements that 5 of our farmers that had been shut down over the winter months were charged the \$4.95 PCI fee once their machine became live. After working with TMS on this issue, TMS will be making statement credits on the May statements for

those 5 farmers. TMS has also agreed that since they gave us incorrect information on the PCI fee that none of the farmers in our program that were shut down over the winter months will be charged the \$4.95 PCI fee **this year**. But next winter when accounts are shut down and then brought back up in the spring the \$4.95 PCI fee will begin at that time.

DHS cannot reimburse you for this fee as it is not a direct cost for SNAP EBT. Federal rules prohibit DHS from paying this type of expense.

The PCI is a cost of doing business so please copy/keep your statements so that you can claim this cost on your income taxes. For more information on the 'PCI DSS' please go to www.compliancefacts.com for complete details on this program.

Customer Survey postcards

Are you running low on your supply of Customer Survey postcards? If so, please give Kim Jones a call and she will put some in the mail to you. Please place the survey cards in the sack of any customer, especially those who use a plastic card for payment.

Ordering Supplies – Effective Immediately

Kim Jones will be mailing you supplies. If you need paper, battery, or cords, give Kim a call. Her email is kjones4@dhs.state.ia.us or phone at 515-281-5410.

Reminders:

1. Since we have so many new farmers, remember that you cannot ring up a sale for another vendor. You could lose your Food Stamp certification and be terminated from the Wireless Project.
2. Since you are paying for the commercial transaction fees, be sure to keep track of what you are paying so you can use those expenses as a tax deduction.
3. You cannot set a minimum purchase amount. If an EBT household wishes to purchase \$.50 in onions, you do need to process the transaction. Same for any debit or credit transaction.
4. Hot foods and hot drinks (cocoa, coffee, and tea) cannot be purchased with SNAP EBT benefits.
5. If your machine quits working, be sure to call Tracy right away! Or if you need help during the weekend, you can call 1-888-848-6825 phone number on the side of your machine.
6. Call Kim if you need any supplies such as paper rolls, power cords, or battery.
7. The second battery that we provide to you was purchased by DHS. If you ever need to return your wireless machine, be sure to keep one battery, carrying case and signs.
8. **Charge your batteries before market.** You should always have a charged battery, ready to go for market. If a battery is not holding a charge, contact Kim for a replacement.
10. Please make sure to keep the original box that your machine came in as it contains the Sim card, which is needed to identify your machine if you have to call TMS.

Help Desk

We are here to help you!

When you have questions about:

- **Participating in the Wireless project or reimbursement questions? Call Tracy Penick at 515-281-4935.**
- **What you can sell to EBT customers, or being authorized to accept EBT? Call USDA/FNS at 515-284-4035.**
- **Food Assistance eligibility? Call Tom Wakefield at 515-281-6820.**
- **Supplies – call Kim Jones at (515) 281-5410**